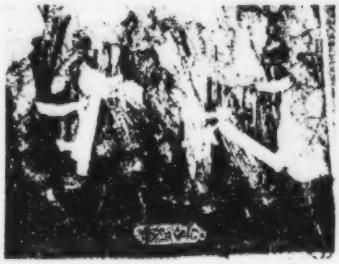
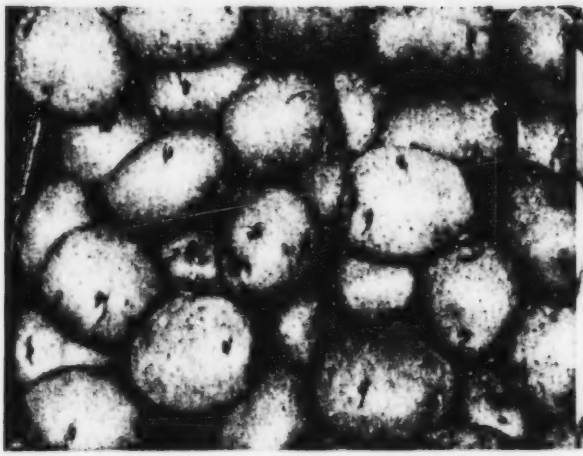
Manitoba
Agriculture
and Food

Program & Policy Analysis

1999

Manitoba Potatoes & Other Vegetables Industry Profiles





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CONTENTS

	Pages
- POTATO SECTOR	1
- Potato Sector Profile	2-3
- Potato and Potato Products Sector	4
- Potato Industry Chart	5
- Graphs	6-7
- Trade Maps	8
- OTHER VEGETABLE SECTOR	9
- Vegetable Sector Profile	10-11
- Harvested Area of Vegetables	12
- Selected Vegetable Production	13
- Marketed Vegetable Yields	14
- Selected Vegetable Marketings	15
- Average Vegetable Prices	16
- Value of Vegetable Production	17
- Fresh and Processed Vegetable Exports	18
- Fresh, Frozen and Processed Vegetable Imports	19
- Vegetable Industry Chart	20
- Graphs	21
- Trade Maps	22

N/A = not available

Data sources: Agriculture and Agri-Food Canada
Manitoba Agriculture and Food
Peak of the Market
Statistics Canada
Manitoba vegetable producers

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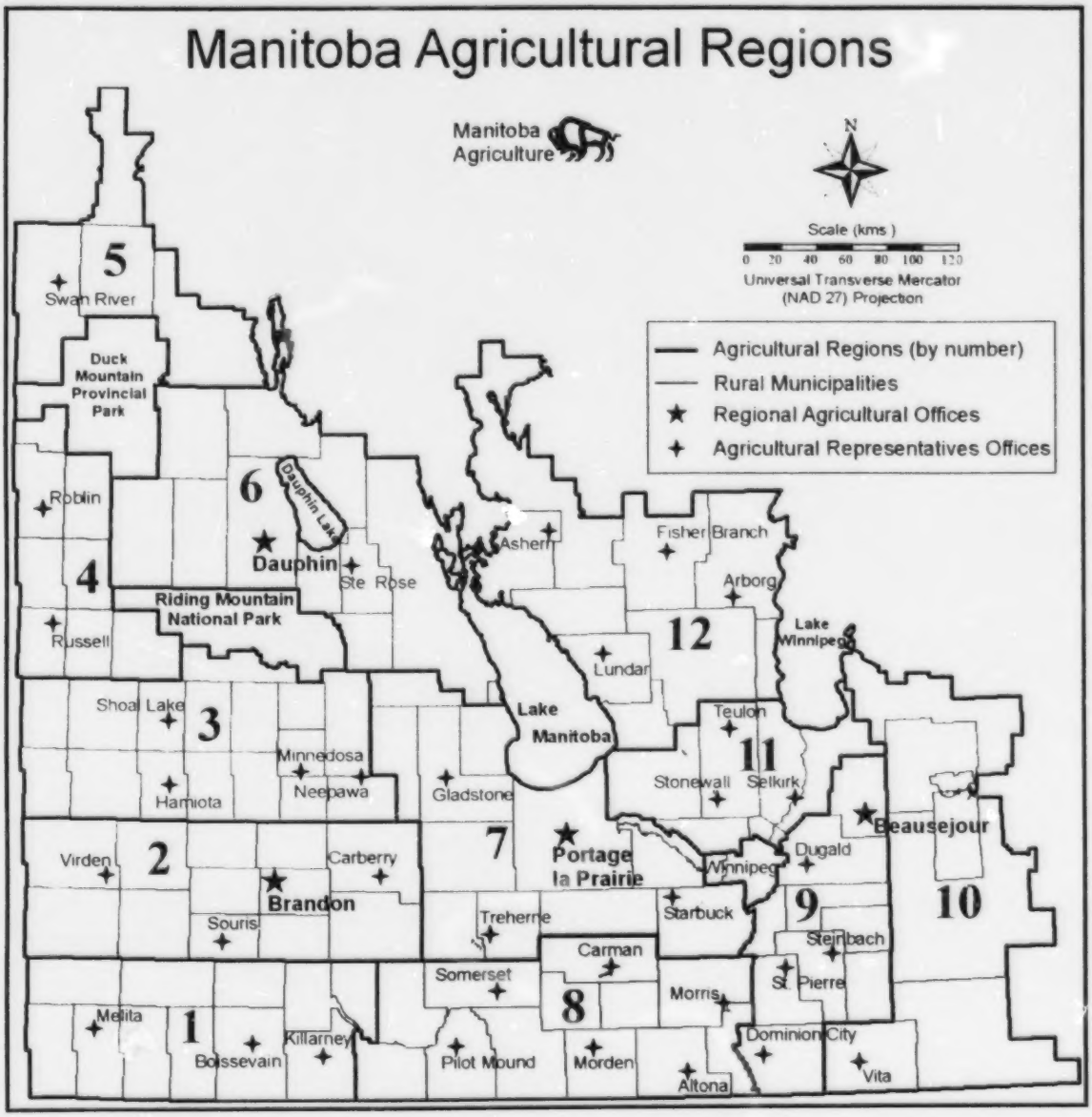
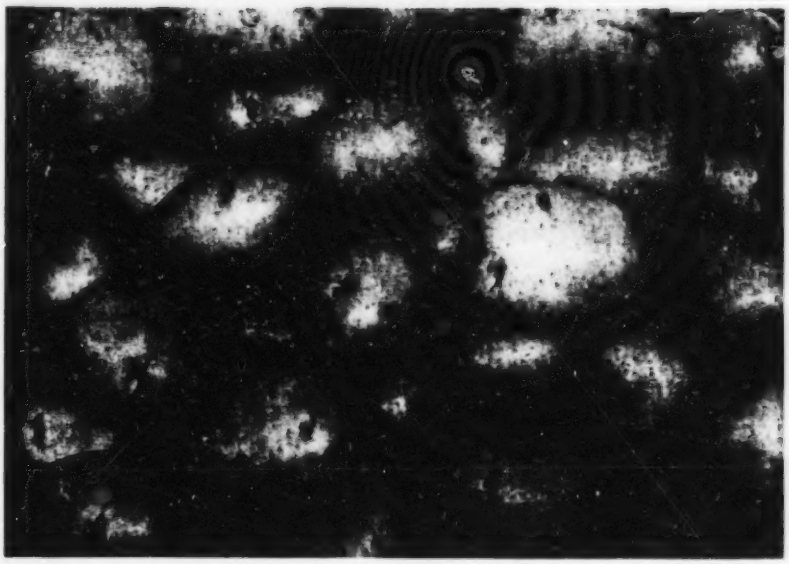
September, 2000



Administrative Region Name	Agricultural Region Numbers
Southwest	1, 2, 3
Northwest	4, 5, 6
Central	7, 8
Eastern/Interlake	9, 10, 11, 12

POTATO SECTOR



POTATO SECTOR PROFILE

Production:

Manitoba's commercial potato industry involves the production of potatoes for the fresh, processing and seed markets and is the second largest in Canada. Potatoes can be grown over a wide range of soils and climatic conditions, but most commercial production is concentrated south and west of Winnipeg in the Portage la Prairie, Winkler-Morden, Treherne, Holland and Carberry areas. Production also takes place in the Selkirk, Melita and Steinbach areas. More than 140 producers of processing potatoes, about 40 growers of table stock and 21 seed potato producers employed over 1,500 full-time and casual workers in 1999. Over 24 varieties of potatoes are grown in the province. The table varieties are mainly Reds with some Russets and yellow-fleshed varieties, while the main varieties used for processing are Russet Burbank and Shepody.

Commercial potato production was first recorded in the province in 1908, when 20,800 acres produced 2.3 million cwt. The area planted to potatoes rose to 45,000 acres in 1918, remained mainly in the 30,000-40,000 acre range until the late 1940s, when the seeded area dropped to below 20,000 acres for more than a decade. The over-abundance of grain in the late 1950s and early 1960s encouraged Manitoba producers to look for alternative cash crops and potatoes had potential. Production in the province shifted from Steinbach and north of Winnipeg in the Lockport and Selkirk areas to Portage la Prairie, Carman and Winkler, and then to Holland, Treherne and Carberry. More recently, potato production has expanded to the Melita and Pipestone areas.

Over the years, the table and seed potato area has increased as new markets were developed in the prairies and Ontario initially and then more recently in Quebec, Illinois, Pennsylvania, Minnesota, North Dakota, Florida, Texas, California, Oregon and Kuwait. With the expansion of the potato processing industry and increased use of irrigation, the area seeded to potatoes continued to grow. In 1999, the total area planted to potatoes remained at a record 74,000 acres, while 73,000 acres were harvested. Manitoba has the second largest provincial area after Prince Edward Island and 18.7 percent of Canada's potato area. While almost 70 percent of the overall area of processing potatoes is under irrigation, most new potato land is irrigated.

Potato prices averaged below $4/cwt up to 1980, but have ranged between $5.26/cwt and $8.43/cwt in all but one year since then. The average potato price in 1999 was a record $8.43/cwt, up slightly from the previous record of $8.42/cwt in 1997. In 1999, the potato crop was valued at $125 million, 4.4 percent of the total value of crop production in the province and 67 percent of the value of Manitoba's horticultural production.

Marketing:

Of the 1999 potato crop marketed, 14.8 million cwt., 84 percent was contracted for processing, 10 percent was for table stock and 6 percent was sold as certified seed. Wholesalers and processors are attracted to Manitoba's year-round supply of high-grade, consistent quality, good-tasting potatoes.

Since 1942, various forms of marketing co-operative have been involved with selling Manitoba table potatoes. After the establishment of the Manitoba Vegetable Marketing Commission in 1966 and the Manitoba Vegetable Producers' Marketing Board in 1972 (now called Peak of the Market), a modern facility was built, providing warehousing and packaging facilities for potatoes. Peak of the Market employs 38 full-time staff plus some temporary staff. Washed, graded table potatoes are delivered to Peak in bulk trailers or

in 50 and 75 lb bags by producers. Bulk product is pre-packed into 5, 10 and 20 lb bags by Peak of the Market. Peak's sales of table potatoes have ranged from $9-15 million over the past six years, but rose to $20.5 million in 1999. Stella Produce has the only other pre-pack line in Manitoba.

In 1999-2000, there were 12.4 million cwt. of Manitoba processing potatoes marketed with a value of $94.2 million. Keystone Vegetable Producers Association assists growers of processing potatoes with price negotiations with the processing companies, such as Midwest Food Products and McCain Foods. Marketing of processed potato products is done by the companies.

Almost half of the seed potatoes passing inspection were sold to processors. The value of seed potatoes, certified and used or sold for seed, was over $10.3 million in 1999-2000.

Processing:

The four major potato processors in Manitoba are Midwest Food Products (was Nestle-Simplot) (1962) in Carberry, McCain Foods (1977) in Portage la Prairie and Old Dutch Foods (1956) and Naleway Foods (1940s) in Winnipeg. Potatoes are grown under contract for the processors with the most common variety being Russet Burbank. Two pounds of potatoes are needed to produce one pound of french fries, while four pounds of potatoes are used for one pound of potato chips.

Midwest employs over 600 people to process almost 600 million lb of potatoes, mainly into frozen french fries, 80 percent of which are sold to fast food chains. Their 140 ft third line blancher is the longest in the world. Only about 3-4 percent of Midwest's production goes to the retail market. McCain's processes over 600 million lb of potatoes, mainly for the retail market. The province has about 40-50 percent of national french fry production capacity. Manitoba french fries are consumed in the USA, Japan and Hong Kong. Other potato products sold by the two plants include potato flakes, hash brown patties, granules, dollar fries, wedge fries and tater gems. Old Dutch's 150-175 employees were involved in processing 35 million lb of potatoes into Saratoga chips for sale in Canada and Japan. Naleway uses about 10 million lb of potatoes for their ethnic food and catering business. Naleway products are marketed in Ontario, Saskatchewan and the USA.

Trade:

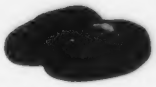
Manitoba's exports of fresh potatoes, seed potatoes and potato products increased by 3 percent to $149.6 million in 1999, $144.1 million of which was processed product.

Manitoba imported $1.9 million of fresh potatoes, $0.6 million of seed potatoes and $4.6 million of processed potato products in 1999, most of which come from the United States.

Potential:

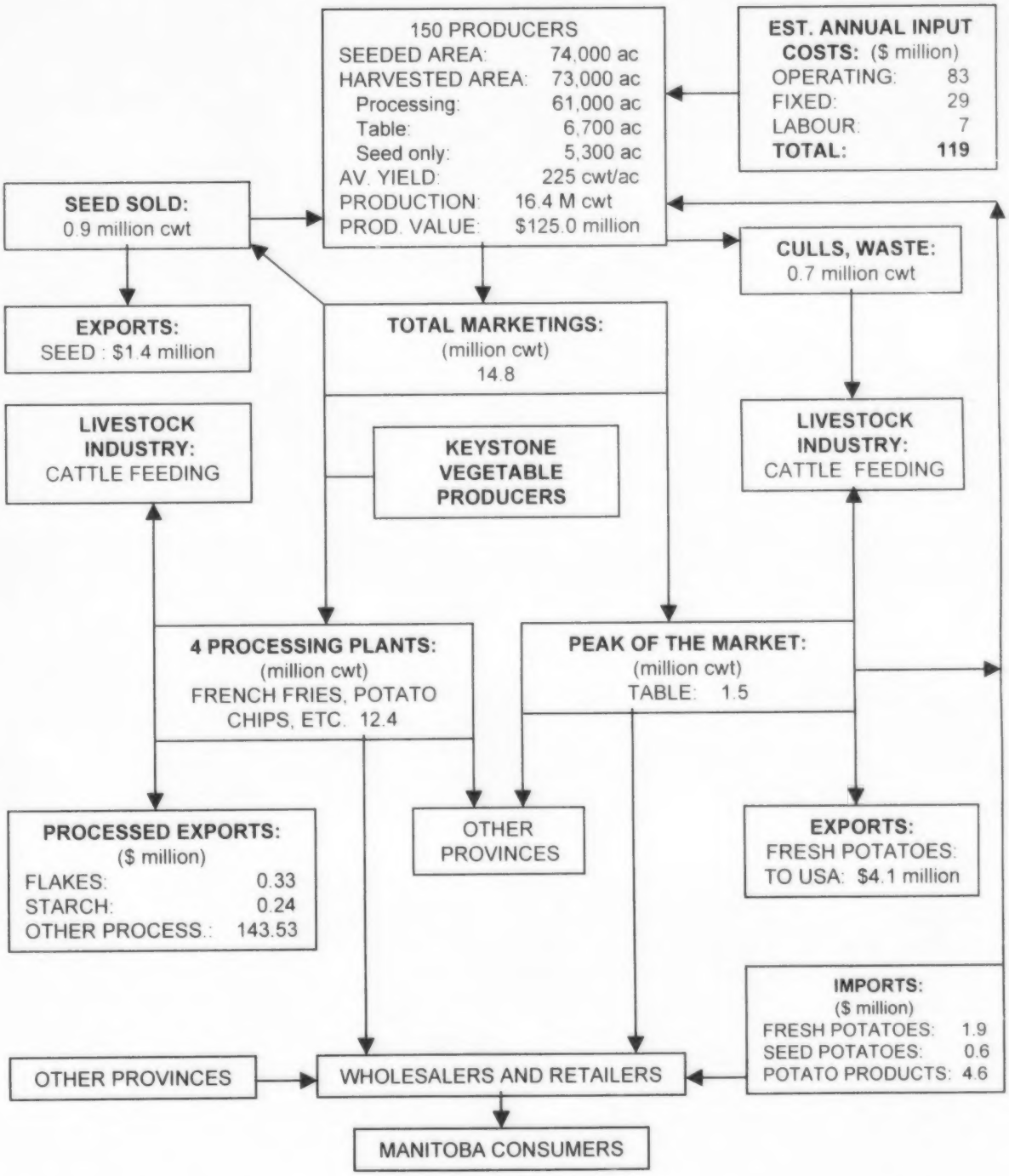
With large areas of land suitable for irrigated potato production and the potential for an expanding processing industry, Manitoba could become the largest potato producer in Canada. The limiting factors will be water availability for irrigation, high capital and operating costs to start potato production and the relatively high prices of other irrigated crops. Manitoba producers use the most modern production and storage equipment and techniques available. The co-operation between growers, processors, Peak of the Market, wholesalers, government and research agencies has contributed to the success of the potato industry in the province.

POTATO AND POTATO PRODUCTS SECTOR

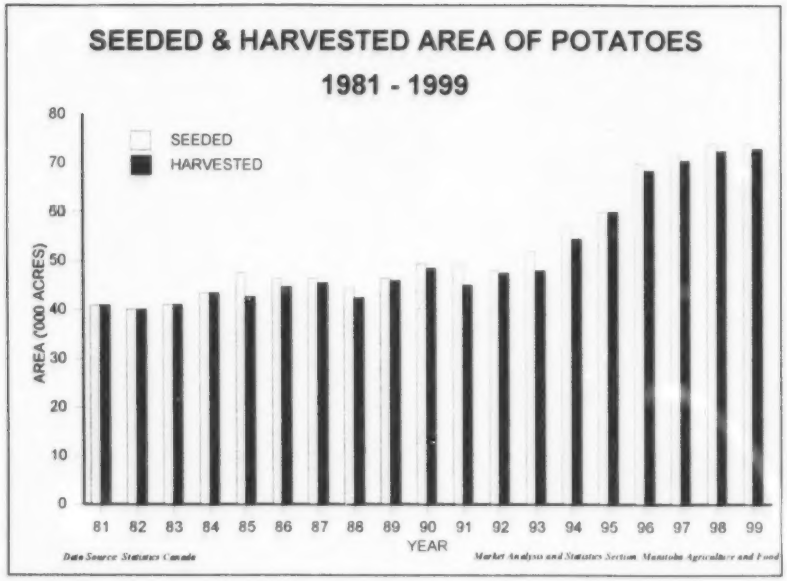


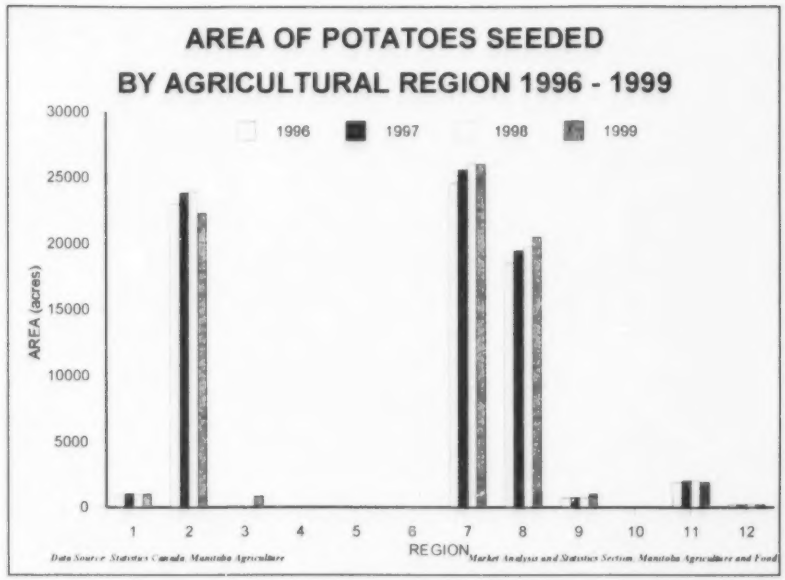
	1996	1997	1998[R]	1999[P]	'99 as a % of '98
Number of Commercial Operations			150	150	100
CROP PRODUCTION:					
Seeded Area ('000 acres)	70.0	72.0	74.0	74.0	100
% of Canada	18.8	19.0	18.8	18.7	
Irrigated Area ('000 acres)	NA	42.1	NA	51.2	
Harvested Area ('000 acres)	68.5	70.5	72.5	73.0	101
Yield/harvested acre (cwt)	245	220	235	225	96
Total Production (million cwt)	16.8	15.5	17.0	16.4	96
% of Canada	18.6	17.0	18.0	17.4	
Average Price ($/marketed cwt)	8.17	8.42	8.38	8.43	101
VALUE OF PRODUCTION ($ million):	105.2	125.2	130.0	125.0	96
TOTAL EXPENSES: ($/irrigated acre)	1,253	1,310	NA	1,627	
CASH RECEIPTS ($ million):	92.0	94.3	105.5	121.3	115
% of Canada	17.3	18.4	17.2	16.8	
CROP DISPOSITION (million cwt):	16.8	16.0	17.0	16.4	96
Marketings	13.6	14.9	15.5	14.8	95
Processing potatoes	11.0	12.6	13.3	12.4	93
Table potatoes	1.0	0.9	0.9	1.5	167
Seed potatoes	1.6	1.3	1.3	0.9	69
Seed (growers' own use)	0.9	0.8	0.9	0.9	100
Culls, Waste	2.3	1.0	1.0	0.7	70
EXPORTS ($ million):	42.1	90.7	145.7	149.6	103
Fresh Potatoes	5.4	1.9	3.7	4.1	111
Processed Potato Products	36.3	88.4	141.6	144.1	102
Seed Potatoes	0.4	0.5	0.4	1.4	350
IMPORTS ($ million):	10.0	7.2	8.3	7.1	86
Fresh Potatoes	2.5	1.7	2.3	1.9	83
Processed Potato Products	5.9	5.0	5.0	4.6	92
Seed Potatoes	1.7	0.5	0.9	0.6	67

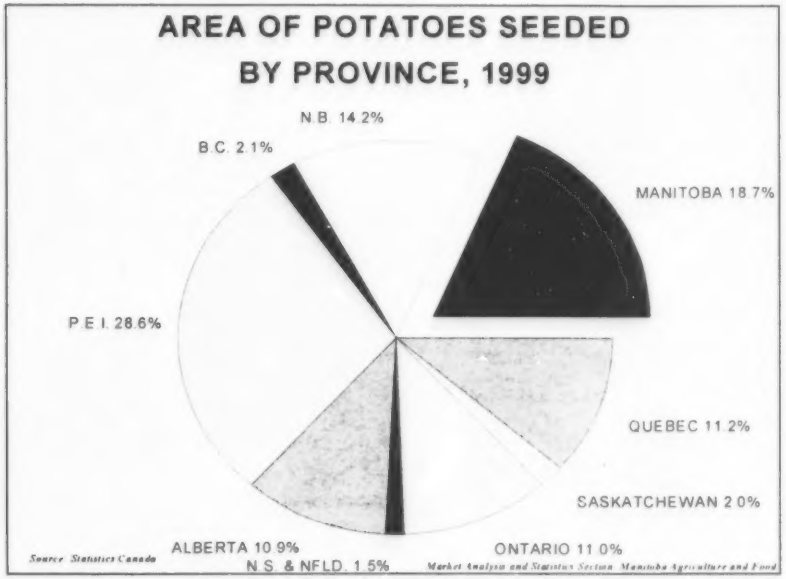
POTATO INDUSTRY CHART, 1999

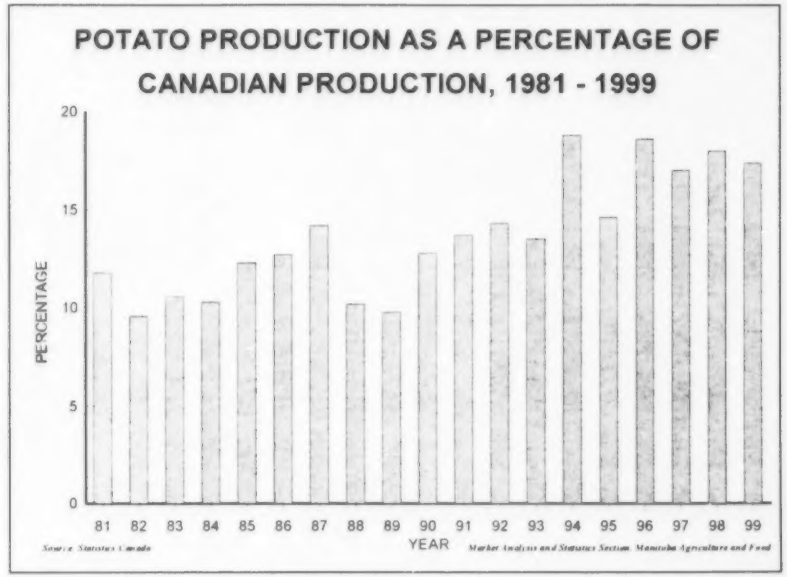


DATA SOURCE: Manitoba Agriculture and Food, Statistics Canada, Peak of the Market, Canadian Food Inspection Agency

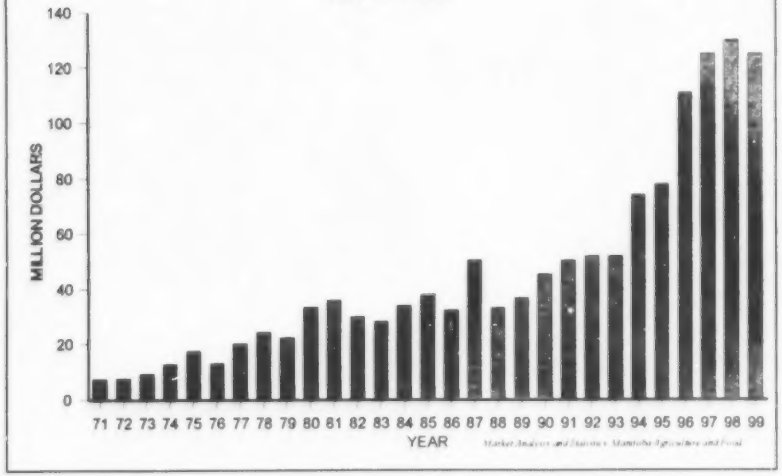

SEEDED & HARVESTED AREA OF POTATOES
1981 - 1999
SEEDED
HARVESTED
AREA ('000 ACRES)
0
10
20
30
40
50
60
70
80
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99
YEAR
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


AREA OF POTATOES SEEDED
BY AGRICULTURAL REGION 1996 - 1999
1996
1997
1998
1999
AREA (acres)
0
5000
10000
15000
20000
25000
30000
1 2 3 4 5 6 7 8 9 10 11 12
REGION
Data Source: Statistics Canada, Manitoba Agriculture
Market Analysis and Statistics Section, Manitoba Agriculture and Food

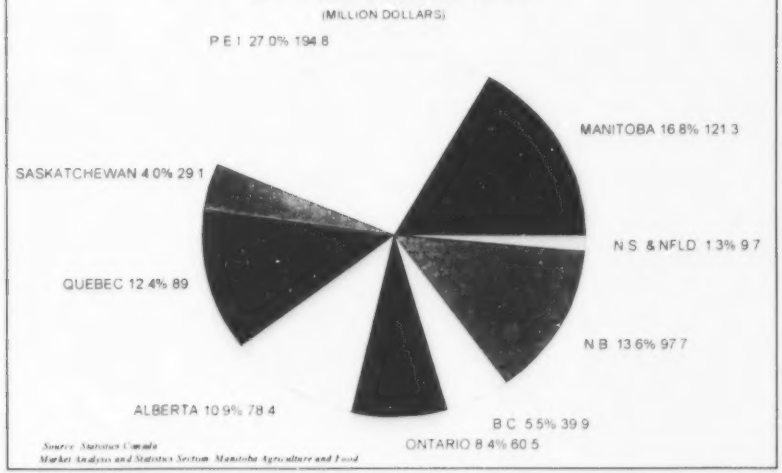

AREA OF POTATOES SEEDED
BY PROVINCE, 1999
N.B. 14.2%
B.C. 2.1%
MANITOBA 18.7%
P.E.I. 28.6%
QUEBEC 11.2%
SASKATCHEWAN 2.0%
ALBERTA 10.9%
ONTARIO 11.0%
N.S. & NFLD. 1.5%
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


POTATO PRODUCTION AS A PERCENTAGE OF
CANADIAN PRODUCTION, 1981 - 1999
PERCENTAGE
0
5
10
15
20
81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99
YEAR
Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food

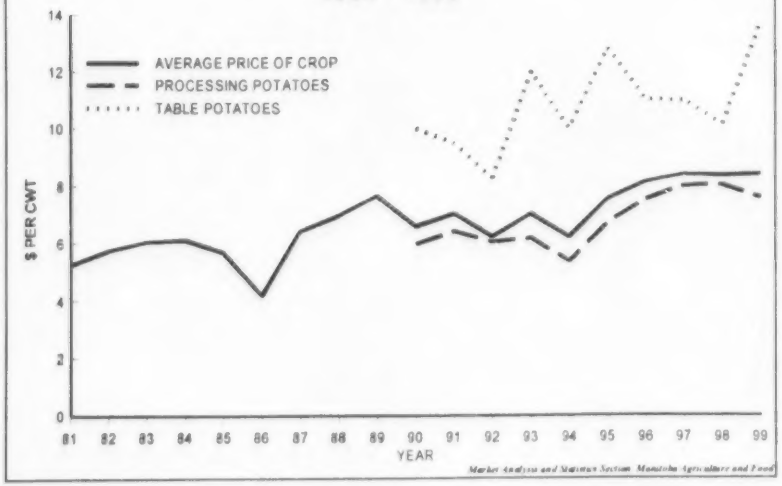
FARM VALUE OF POTATO PRODUCTION
1971-1999



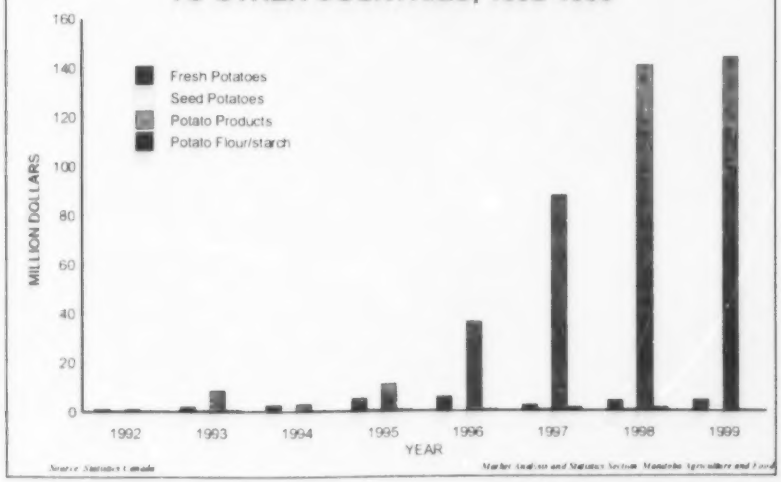
FARM CASH RECEIPTS FROM POTATOES
BY PROVINCE, 1999



POTATO PRICES
1981 - 1999

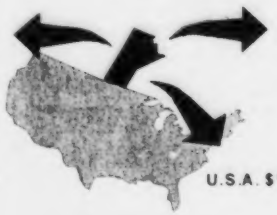


MANITOBA POTATO AND PRODUCT EXPORTS
TO OTHER COUNTRIES, 1992-1999



1999 EXPORTS OF POTATOES

Million Dollars



U.S.A. $149.1

ISRAEL$0.09

KUWAIT $0.25

JAPAN $0.05

HONG KONG $0.06

EL SALVADOR $0.04

TOTAL EXPORTS $149.6 MILLION

Source: Statistics Canada

Market Analysis and Statistics Section, Manitoba Agriculture and Food

1999 IMPORTS OF POTATOES

Million Dollars

U.S.A. $7.1

NETHERLANDS $0.04

MEXICO $0.000

TOTAL IMPORTS $7.1 MILLION

Source: Statistics Canada

Market Analysis and Statistics Section, Manitoba Agriculture and Food

OTHER VEGETABLE SECTOR

VEGETABLE SECTOR PROFILE

Production:

Manitoba's commercial vegetable industry involves the production of vegetables for the fresh market with small amounts being processed. Although of increasing importance to the Manitoba economy, the industry is still relatively small compared to the major producing provinces of Ontario, Quebec and British Columbia. There were about 20 major commercial vegetable producers and about 300 market gardeners in Manitoba who employed over 2,000 full-time and seasonal farm workers in 1999. Most commercial production is concentrated west, south and north of Winnipeg in the Portage la Prairie, Marquette, Winkler, East St. Paul and Emerson areas. Almost all vegetable land is irrigated so generally is located close to rivers or aquifers. Over 110 different types of vegetables are grown ranging from asparagus to zucchini, the most important being carrots, onions, cauliflower, cabbage, sweet corn and broccoli.

Early settlers in the province had home vegetable gardens and in many cases, excess produce was sold. Commercial vegetable production was first recorded in Manitoba in 1936, when about $1.5 million of produce was sold. The area planted to vegetables destined for the fresh market was 2,200 acres in 1947, while 250 acres of vegetables were used for processing. The non-commercial vegetable area was estimated at 1,116 acres. The vegetable area increased in the mid-1950s to over 3,000 acres for the fresh market and over 1,000 acres for processing. Interest in vegetable production declined in the mid-1960s, but rose again in the late 1970s, from which time between 4,000 and 6,000 acres have been planted to vegetables each year.

Warm dry conditions in April 1999 allowed for an early start to spring planting. Wet, cool conditions were prevalent through May and June. Frequent, heavy rainfall continued into July with warm and drier conditions in August. Despite favourable conditions for the development of disease, crop disease loss was minimal. Fall harvest conditions were excellent with virtually no days lost getting root crops into storage. Generally market demand and prices were good. The quality of Manitoba product shipped to market was good to excellent.

In 1999, 4,630 acres of vegetables were seeded for commercial production, of which 4,600 acres were harvested to produce almost 73.5 million lb of produce. Interest in Oriental vegetable production continued in 1999. Market opportunities allowed for a total area of about 30 acres of various oriental crops, including *bok choy, Chinese cabbage, Chinese broccoli (gai lahn), yu choy, hot peppers, eggplants, Shanghai bok choy, fu gua (bitter melon), Chinese watermelon/ muskmelon, long beans, baby bok choy, watercress and dikon/lo bok (Japanese radish/Chinese radish*).

Marketing:

Market demand was good with prices considered average for most commodities. Manitoba vegetable producers marketed about 67.3 million lb of produce from the 1999 crop valued at $15.0 million, compared to 66.5 million lb and $16 million for the 1998 crop. Manitoba-grown vegetables were marketed throughout Manitoba, Saskatchewan and into Alberta, Ontario and the United States.

Since 1942, various forms of marketing co-operative have been involved with selling Manitoba fresh vegetables. After the establishment of the Manitoba Vegetable Marketing Commission in 1966 and the Manitoba Vegetable Producers' Marketing Board in 1972

(now called Peak of the Market), a modern facility was built, providing warehouse facilities for vegetables. Almost all vegetable farms now have their own washing, grading and packaging facilities. Vegetables are washed, graded and packed into consumer-sized bags or bunches by producers before being delivered to Peak of the Market. Peak employs 38 full-time staff plus some temporary staff. Peak markets the vegetables under the "Peak of the Market" label to wholesalers and retailers in Manitoba and other provinces as well as to the United States and a few other countries. Wholesalers and processors are attracted to Manitoba's high-grade, consistent quality, flavourful vegetables, some of which are available almost year-round, such as onions, carrots, rutabagas, beets, parsnips, squash and cabbage. Manitoba growers have one of the most technologically advanced storage programs in North America.

Over one quarter of Manitoba's commercially-produced vegetables are marketed by producers directly to wholesalers and retailers in Manitoba, Saskatchewan, Alberta and the United States or to consumers through farmers' markets and roadside stands.

There are ten vegetable wholesalers in Manitoba which distribute imported and locally-produced vegetables.

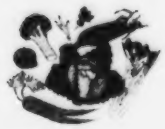
Processing:

Commercial vegetable processing in Manitoba, which began with canning peas in 1924 and pickling a few tons of produce in 1933, expanded in 1945 in Winkler and in 1946 in Winnipeg to include additional canned vegetables, such as peas, beans and spinach. Further expansion took place in 1952, with a new canning plant in Morden which processed peas, beans, corn and tomatoes, and again in 1956 in Winnipeg, when root crops were used in the processing of diced vegetables and in vegetable stew products. Campbell Food's soup plant opened in Portage la Prairie in 1957 and for over 30 years was the major vegetable processor in the province. Since Campbell's closed in 1990, no canning or freezing of vegetables has been done on a large commercial scale in Manitoba.

Crocus Foods Ltd. of Portage la Prairie was the only processor of fresh vegetable products in Manitoba in 1999. Supreme Produce Inc. of Winnipeg closed in April 1998.

Trade:

Manitoba exported over $2.9 million of fresh and processed vegetables in 1999, mainly fresh carrots, onions, cabbage, cauliflower, broccoli and rutabagas. Because of the climate, Manitoba has to import from other provinces and countries a large portion of the non-storable fresh vegetables consumed in the province. Imports of fresh and frozen vegetables from the United States, Mexico and 20 other countries amounted to $30.8 million and $0.99 million in 1999 respectively, while processed vegetable imports from the United States and several other countries totalled $12.33 million.

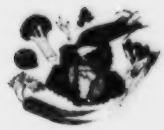


HARVESTED AREA OF VEGETABLES

	1996	1997	1998	1999	1999 as a % of 1998
NUMBER OF FARMS:					
Major Commercial Farms	15	18	18	20	111
Market Gardeners	200	270	300	300	100
SEEDED AREA (acres):	**4,380**	**4,447**	**4,478**	**4,630**	**103**
HARVESTED AREA (acres):	**4,042**	**4,283**	**4,405**	**4,600**	**104**
Asparagus	120	115	110	110	100
Beans, green/wax	87	95	95	100	105
Beets	50	40	40	45	113
Broccoli	310	330	350	375	107
Cabbage	405	435	430	400	93
Carrots	650	680	660	755	114
Cauliflower	300	400	450	500	111
Celery (est.)	120	110	100	120	120
Corn, sweet	900	850	830	700	84
Cucumber	105	135	130	125	96
Lettuce	130	160	200	255	128
Onions, cooking/Spanish	310	373	390	410	105
Onions, green	50	50	40	40	100
Parsnips	55	55	55	45	81
Peas, green	130	80	120	70	58
Peppers	30	30	40	30	75
Radish	40	40	40	45	113
Rutabagas	65	70	70	25	36
Squash/Pumpkins	90	100	110	135	123
Tomatoes	20	25	25	20	80
Other Vegetables (excl Onion sets)	75	110	120	80	67

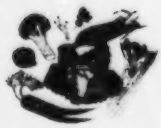
SELECTED VEGETABLE PRODUCTION

	1996	1997	1998	1999	1999 as a % of 1998
PRODUCTION ('000 lb):	**78,075**	**70,655**	**71,850**	**73,485**	**104**
Asparagus	300	345	405	350	86
Beans, green/wax	300	175	205	280	137
Beets	775	750	800	620	78
Broccoli	2,770	2,750	3,450	2,660	77
Cabbage	13,000	11,475	11,700	11,000	94
Carrots	22,000	20,000	19,500	21,000	108
Cauliflower	4,400	5,800	5,400	5,900	109
Celery	5,000	2,700	2,400	1,700	71
Corn, sweet	10,000	4,850	6,000	3,400	57
Cucumber	1,900	2,100	1,650	1,700	103
Lettuce	1,400	1,400	1,700	2,200	129
Onions, cooking/Spanish	9,000	13,000	12,500	15,000	128
Onions, green	1,500	1,500	1,500	1,680	112
Parsnips	750	800	800	650	81
Peas, green	110	100	135	50	37
Peppers	300	300	170	385	226
Radish	250	300	380	400	105
Rutabagas	1,900	960	1,400	540	39
Squash/Pumpkins	2,300	1,200	1,570	1,760	112
Tomatoes	120	150	185	150	81



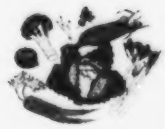
MARKETED VEGETABLE YIELDS

	1996	1997	1998	1999	1999 as a % of 1998
YIELD ('000 lb/acre):					
Asparagus	2.5	3.0	3.6	2.9	81
Beans, green/wax	3.0	1.6	1.8	2.6	144
Beets	13.1	16.3	17.5	12.0	69
Broccoli	7.1	7.1	9.9	6.9	70
Cabbage	24.7	22.1	23.3	24.8	106
Carrots	27.7	27.9	27.6	25.2	91
Cauliflower	13.0	11.8	12.0	10.8	90
Celery (est.)	41.7	24.5	24.0	12.5	52
Corn, sweet	10.0	5.7	7.2	4.4	61
Cucumber	16.2	14.1	12.3	12.7	103
Lettuce	9.0	8.1	7.5	7.8	104
Onions, cooking/Spanish	24.2	29.5	28.2	35.6	126
Onions, green	28.5	28.0	35.0	38.3	109
Parsnips	11.1	12.4	13.2	13.8	105
Peas, green	0.8	1.1	1.1	0.7	64
Peppers	9.0	8.7	4.3	11.7	272
Radish	5.6	6.9	8.1	8.2	101
Rutabagas	27.8	12.0	16.4	19.6	120
Squash/Pumpkins	23.0	12.0	14.2	12.1	85
Tomatoes	6.0	6.0	6.2	7.0	113



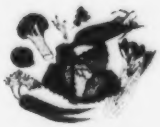
SELECTED VEGETABLE MARKETINGS

	1996	1997	1998	1999	1999 as a % of 1998
MARKETINGS ('000 lb):	**66,611**	**63,390**	**66,450**	**67,340**	**102**
Asparagus	300	340	400	320	80
Beans, green/wax	260	155	175	260	149
Beets	655	650	700	540	77
Broccoli	2,200	2,350	3,450	2,600	75
Cabbage	10,000	9,600	10,000	9,900	99
Carrots	18,000	19,000	18,200	19,000	104
Cauliflower	3,900	4,700	5,400	5,400	100
Celery	5,000	2,700	2,400	1,500	63
Corn, sweet	9,000	4,850	6,000	3,100	52
Cucumber	1,700	1,900	1,600	1,590	99
Lettuce	1,170	1,300	1,500	2,000	133
Onions, cooking/Spanish	7,500	11,000	11,000	14,000	133
Onions, green	1,425	1,400	1,400	1,530	109
Parsnips	610	680	725	620	86
Peas, green	106	90	135	50	37
Peppers	270	260	170	350	206
Radish	225	275	325	370	114
Rutabagas	1,810	840	1,150	490	43
Squash/Pumpkins	2,070	1,150	1,565	1,630	104
Tomatoes	410	150	155	140	90



AVERAGE VEGETABLE PRICES

	1996	1997	1998	1999	1999 as a % of 1998
AVERAGE PRICE ($/lb):					
Asparagus	1.25	1.37	1.28	1.40	109
Beans, green/wax	0.69	0.67	0.66	0.63	95
Beets	0.27	0.28	0.21	0.31	148
Broccoli	0.34	0.41	0.39	0.39	100
Cabbage	0.13	0.147	0.137	0.13	95
Carrots	0.17	0.19	0.21	0.177	84
Cauliflower	0.36	0.34	0.37	0.34	92
Celery	0.20	0.20	0.25	0.25	100
Corn, sweet	0.19	0.20	0.21	0.25	119
Cucumber	0.19	0.20	0.20	0.20	100
Leeks	0.00	0.00	0.80	0.57	71
Lettuce	0.38	0.31	0.27	0.26	96
Onions, cooking/Spanish	0.15	0.177	0.162	0.11	68
Onions, green	0.35	0.36	0.345	0.35	101
Parsnips	0.85	0.69	0.765	0.74	97
Peas, green	1.00	1.10	1.00	1.15	115
Peppers	0.32	0.37	0.45	0.40	89
Radish	0.46	0.36	0.46	0.48	104
Rutabagas	0.17	0.19	0.17	0.18	106
Spinach	0.00	0.00	1.00	0.30	30
Squash/Pumpkins	0.17	0.18	0.17	0.20	118
Tomatoes	0.65	0.39	0.42	0.42	100



VALUE OF VEGETABLE PRODUCTION

	1996	1997	1998	1999	1999 as a % of 1998
VALUE OF PROD. ($'000)	**13,908**	**14,542**	**15,970**	**14,970**	**94**
Asparagus	375	460	510	450	88
Beans, green/wax	180	105	115	165	143
Beets	175	185	147	165	112
Broccoli	725	970	1,350	1,000	74
Cabbage	1,300	1,410	1,370	1,290	94
Carrots	3,100	3,600	3,850	3,300	86
Cauliflower	1,400	1,600	2,000	1,850	93
Celery	1,000	540	600	375	63
Corn, sweet	1,400	970	1,260	770	61
Cucumber	320	380	320	320	100
Lettuce	450	400	400	520	130
Onions, cooking/Spanish	1,160	1,950	1,780	1,530	90
Onions, green	500	500	483	535	111
Parsnips	515	470	555	460	83
Peas, green	105	100	135	60	44
Peppers	86	97	77	140	182
Radish	105	100	150	177	118
Rutabagas	308	160	200	90	45
Squash/Pumpkins	352	210	270	260	96
Tomatoes	80	60	65	60	92
Other Vegetables (excl Onion sets)	272	275	333	150	45

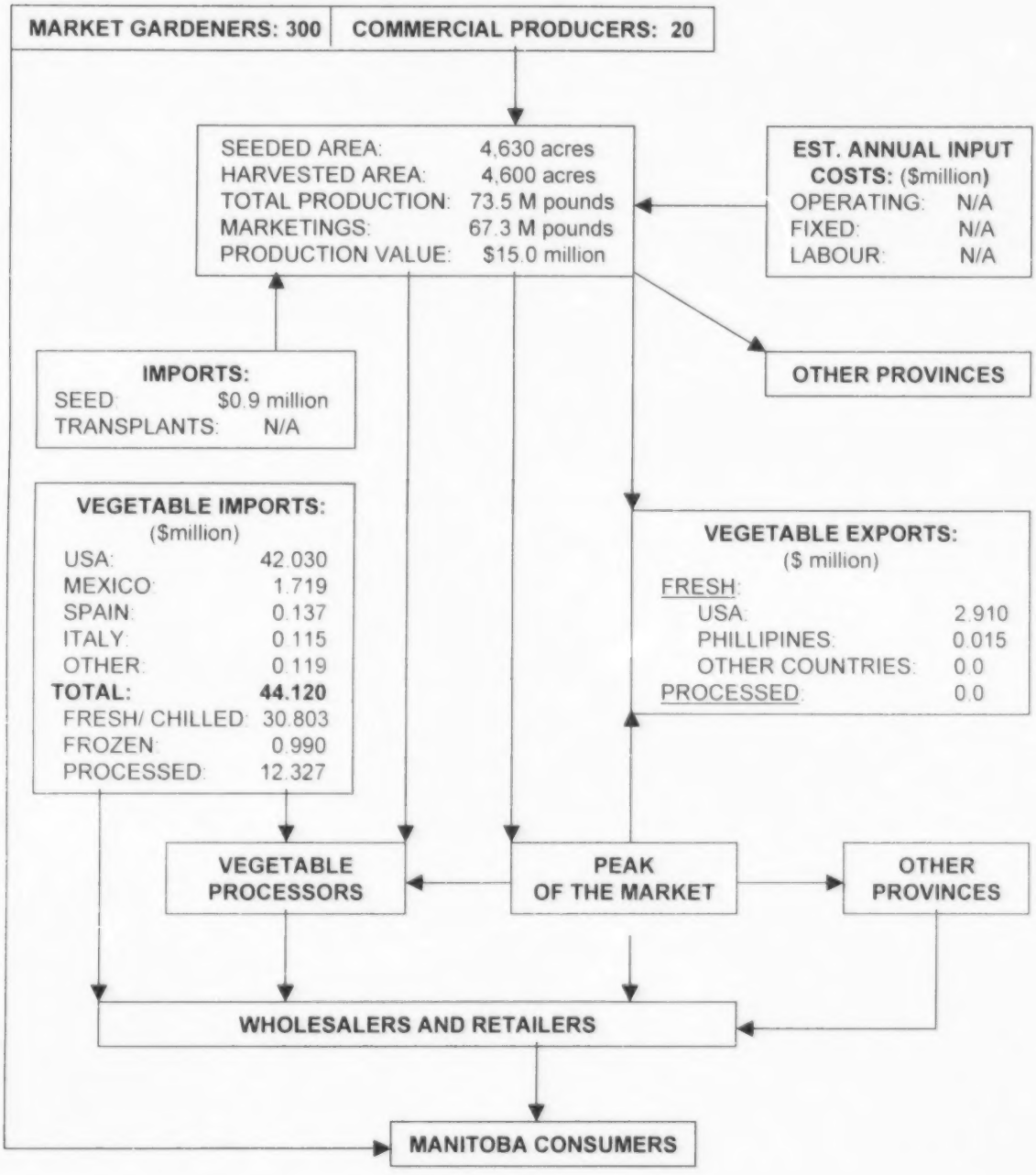
FRESH AND PROCESSED VEGETABLE EXPORTS

	1996	1997	1998	1999	1999 as a % of 1998
EXPORTS ($ thousand):	506.5	1,187.5	2,438.9	2,921.2	120
Asparagus	25.1	0	13.6	13.0	96
Beans, green/wax	0	0	4.5	131.8	293
Beets/Radishes/Parsnips	4.8	0	8.0	45.9	574
Cabbage	53.0	96.2	271.7	510.9	188
Carrots/Rutabagas	230.7	187.0	652.0	316.8	49
Cauliflower/Broccoli	50.8	465.5	541.4	404.3	75
Celery	0	0	0	0	
Corn, sweet	0	0	0	0	
Cucumber	17.7	5.6	36.2	25.5	70
Onions	37.3	264.2	674.7	1,327.5	197
Peas, green	0	95.5	8.3	15.7	189
Other Veg. (incl. mushrooms)	87.1	73.5	228.4	129.8	57

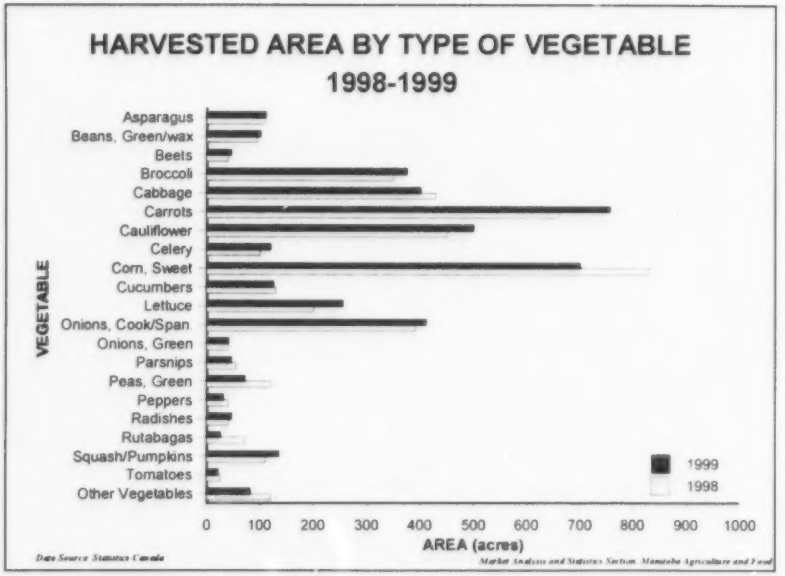
FRESH, FROZEN AND PROCESSED VEGETABLE IMPORTS

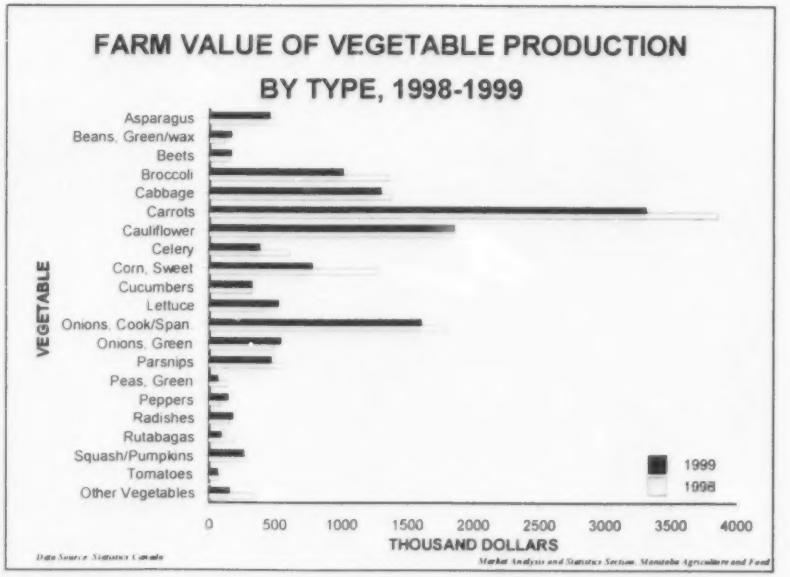
	1996	1997	1998	1999	1999 as a % of 1998
IMPORTS ($ million):	30.0	38.7	43.9	44.2	101
Asparagus	0.3	0.5	0.6	0.8	133
Beans, green/wax	1.2	1.3	1.9	1.4	74
Beets/Radishes/Parsnips	0.5	0.5	0.5	0.6	120
Cabbage	2.2	2.5	2.5	2.4	96
Carrots/Rutabagas	1.7	1.6	1.9	2.7	142
Cauliflower/Broccoli	1.7	1.2	1.4	1.2	86
Celery	1.1	1.2	1.2	1.1	92
Corn, sweet	1.0	1.3	1.2	1.4	117
Cucumber	2.0	1.9	2.0	2.0	100
Lettuce	5.2	6.3	6.3	6.6	105
Onions	1.5	1.4	1.6	1.4	88
Peas, green	0.5	0.6	1.1	1.2	109
Peppers	1.9	1.6	1.9	2.4	126
Spinach	0.4	0.4	0.5	0.5	100
Tomatoes	8.0	10.1	11.8	10.1	86
Selected Other Vegetables	0.8	6.3	7.5	8.4	112

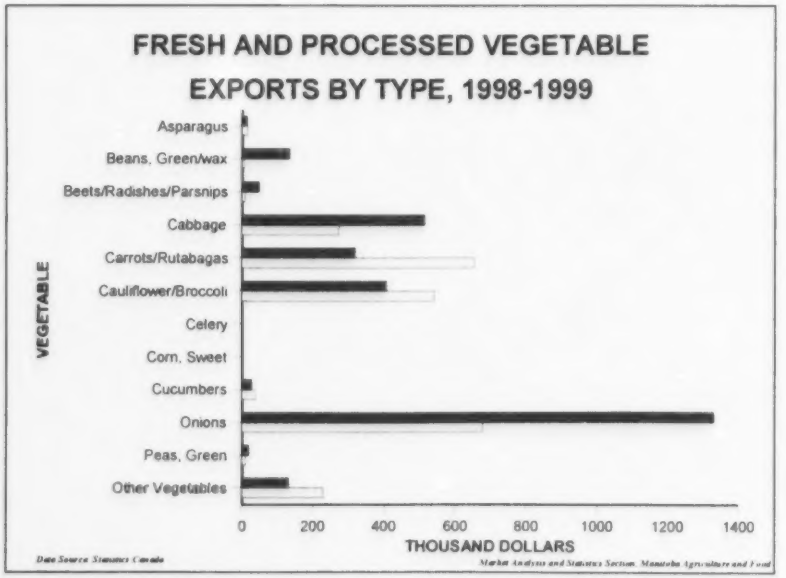
VEGETABLE INDUSTRY CHART, 1999

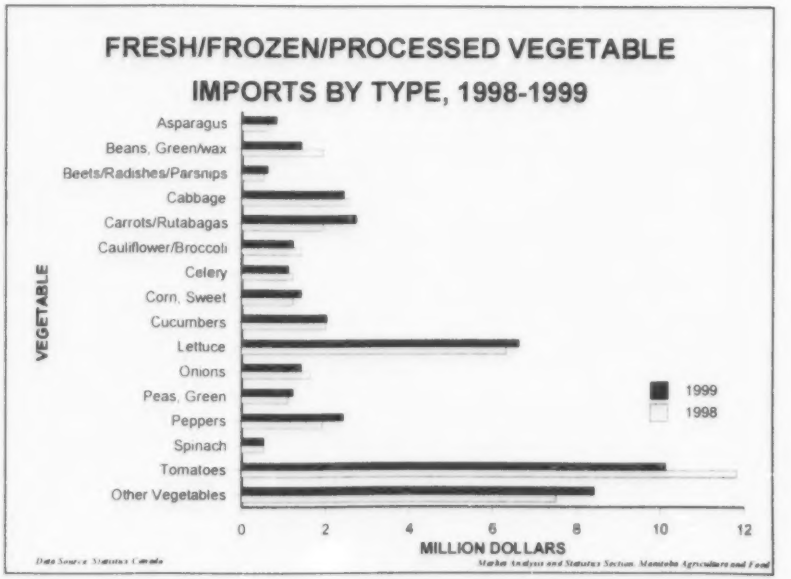


DATA SOURCE: Peak of the Market, Manitoba vegetable producers, Manitoba Agriculture and Food, Statistics Canada, Agriculture & Agri-Food Canada


HARVESTED AREA BY TYPE OF VEGETABLE
1998-1999
VEGETABLE
Asparagus
Beans, Green/wax
Beets
Broccoli
Cabbage
Carrots
Cauliflower
Celery
Corn, Sweet
Cucumbers
Lettuce
Onions, Cook/Span.
Onions, Green
Parsnips
Peas, Green
Peppers
Radishes
Rutabagas
Squash/Pumpkins
Tomatoes
Other Vegetables
1999
1998
0 100 200 300 400 500 600 700 800 900 1000
AREA (acres)
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


FARM VALUE OF VEGETABLE PRODUCTION
BY TYPE, 1998-1999
VEGETABLE
Asparagus
Beans, Green/wax
Beets
Broccoli
Cabbage
Carrots
Cauliflower
Celery
Corn, Sweet
Cucumbers
Lettuce
Onions, Cook/Span.
Onions, Green
Parsnips
Peas, Green
Peppers
Radishes
Rutabagas
Squash/Pumpkins
Tomatoes
Other Vegetables
1999
1998
0 500 1000 1500 2000 2500 3000 3500 4000
THOUSAND DOLLARS
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


FRESH AND PROCESSED VEGETABLE
EXPORTS BY TYPE, 1998-1999
VEGETABLE
Asparagus
Beans, Green/wax
Beets/Radishes/Parsnips
Cabbage
Carrots/Rutabagas
Cauliflower/Broccoli
Celery
Corn, Sweet
Cucumbers
Onions
Peas, Green
Other Vegetables
0 200 400 600 800 1000 1200 1400
THOUSAND DOLLARS
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food


FRESH/FROZEN/PROCESSED VEGETABLE
IMPORTS BY TYPE, 1998-1999
VEGETABLE
Asparagus
Beans, Green/wax
Beets/Radishes/Parsnips
Cabbage
Carrots/Rutabagas
Cauliflower/Broccoli
Celery
Corn, Sweet
Cucumbers
Lettuce
Onions
Peas, Green
Peppers
Spinach
Tomatoes
Other Vegetables
1999
1998
0 2 4 6 8 10 12
MILLION DOLLARS
Data Source: Statistics Canada
Market Analysis and Statistics Section, Manitoba Agriculture and Food

1999 EXPORTS OF VEGETABLES: FRESH AND PROCESSED

Million Dollars

U.S.A. $2.91

PHILLIPINES $0.02

TOTAL EXPORTS $2.92

Source: Statistics Canada *Market Analysis and Statistics Section, Manitoba Agriculture and Food*

1999 IMPORTS OF VEGETABLES: FRESH, FROZEN AND PROCESSED

Million Dollars

ITALY $0.11
SPAIN $0.14

U.S.A. $42.03

NETHERLANDS $0.02
HUNGARY $0.003
TURKEY $0.02

S. KOREA $0.002
CHINA $ 0.002
HONGKONG $0.003

GUATAMALA $0.02

MEXICO $1.72
COLOMBIA $0.01

PERU $0.03

CHILE $0.002

TOTAL IMPORTS $ 44.12
(Top 14 of 22 countries)

Source: Statistics Canada *Market Analysis and Statistics Section, Manitoba Agriculture and Food*